

# PANJAB UNIVERSITY

## E-COMMERCE

(BCA 6<sup>TH</sup> SEMESTER)

Maximum Marks: 65

**Note: - Attempt five questions in all, including Question No. 9 (Section E) which is compulsory and selecting one question each from Section A-D.**

**2021: -**

### SECTION – A

1. Explain in detail the different types of E-commerce. 13
2. Differentiate between traditional and EDI enabled system for document exchange. Also discuss the EDI standards in brief. 13

### SECTION – B

3. Explain step by step the process of Web development. What are the considerations for web hosting? 13
4. a) What is Web traffic analysis? What are its various measures? 7  
b) What is Search Engine Optimization? What is its use? 6

### SECTION – C

5. Explain the ATM based cash disbursement system in detail. 13
6. Discuss Inter-bank clearing system with an example. 13

### SECTION – D

7. Discuss Mobile Commerce? What are the benefits of mobile commerce? Also discuss the various issues in mobile commerce with suitable examples. 13
8. What are different types of cybercrimes? Briefly discuss the provisions of IT Act, 2000 to deal with these crimes. 13

### SECTION – E

9. All questions are compulsory:
- a) What are the aims of E-Commerce? 2
  - b) Explain EDI notification structure. 2
  - c) What are the elements of web page? 2
  - d) What is an Electronic Purse? How cash is loaded into it? 2
  - e) Explain Mobile Commerce Framework in brief. 2
  - f) Discuss the applications of E-Commerce in banking and e-governance. 3